



WELCOME TO

ICE **LAKE SHAW** RINK

Old City Farm Lot

AT RHODE ISLAND AVENUE



SKATE • EAT

DECEMBER 2013 - MARCH 2014

DRINK • BE MERRY

◆ **SPONSORSHIP** ◆
OPPORTUNITIES



FOR MORE INFORMATION CONTACT US AT [INFO@LAKESHAWICERINK.COM](mailto:info@lakeshawicerink.com)



WELCOME TO ICE **LAKE SHAW** RINK

DECEMBER 2013 - MARCH 2014

A creative, outdoor event space that will celebrate the Historic Shaw District through pictures, art, history, food and fun, Lake Shaw Ice Rink is located on the premises of the currently closed Shaw Junior Middle School (Rhode Island Ave - Old City Farm lot). We envision people from all over the DC metro region visiting Lake Shaw Ice Rink over the course of three months to skate, socialize, eat, drink and be merry. Lake Shaw Ice Rink promises to bring broader exposure to the overall community via local businesses, entrepreneurs, artists, musicians and our local public schools. Lake Shaw Ice Rink allows you to target the diverse groups of Historic Shaw District via a variety of activities, theme nights and opportunities to get involved. Ultimately you have the opportunity to enhance awareness and build loyalty within this ever growing community.

Lake Shaw Ice Rink is scheduled to open Friday December 6, 2013 and run through February 23, 2013 (closing of Olympics)*. This unique venue allows for people of all ages to have loads of fun while enjoying the rich history that Shaw has to offer, in a neighborhood that's booming with new development.

NOTE: * Date of closing weather dependent

◆ SPONSORSHIP ◆ OPPORTUNITIES

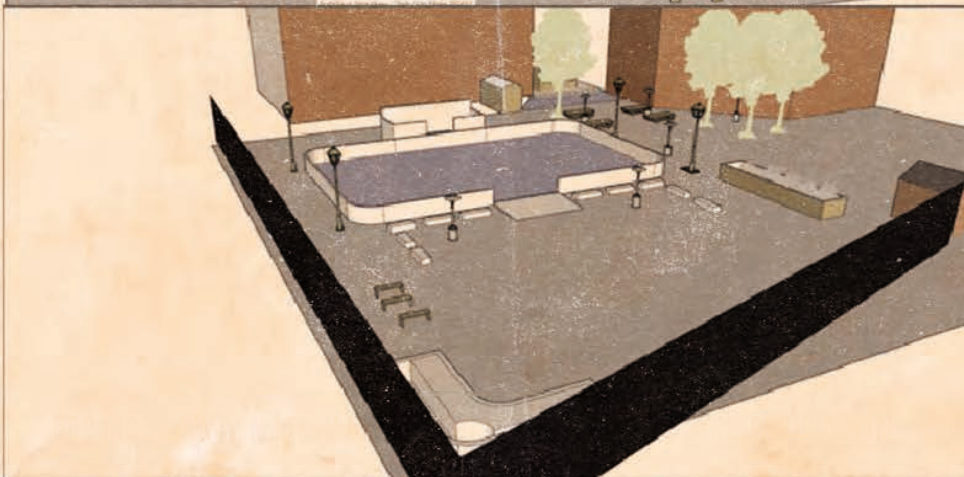
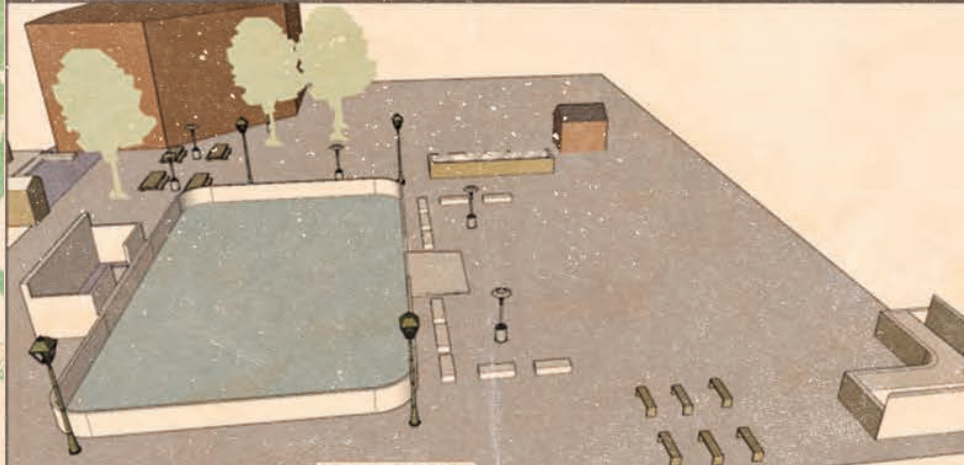


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WELCOME TO
ICE LAKE SHAW RINK

NOVEMBER 2013 - MARCH 2014





WELCOME TO
ICE LAKE SHAW RINK



Naming Rights:

- Skating rink will be referred to as “Company Name Lake Shaw”

Name and/or logo on:

- Official Lake Shaw Logo
- Two (2) boards on the ice rink for the skating season
- All event banners at location
- Website – lakeshawicerink.com. Logo with link
- Marketing materials to include all TV, Radio and Print advertisements
- At least five (5) dedicated social media mentions on Facebook, Twitter, YouTube, LinkedIn

Additional Benefits:

- Twenty Five (25) VIP invitations to Grand Opening Gala
- Ten (10) transferable Season Passes
- One (1) dedicated company skate of up to 6 hours (some restrictions apply)
- Possible ad space on lakeshawicerink.com
- On premise activation

Total Investment: \$75,000 (One Sponsorship Available)

◆ **SPONSORSHIP** ◆
OPPORTUNITIES



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WELCOME TO
ICE LAKE SHAW RINK



Naming Rights:

- Skate Rental Hut will be referred to as “Company Name Skate Rental Hut”

Name and/or logo on:

- Skate Rental Hut
- All event banners at location
- Website – lakeshawicerink.com. Logo with link
- Marketing materials to include all TV, Radio and Print advertisements
- At least three (3) dedicated social media mentions on Facebook, Twitter, YouTube, LinkedIn

Additional Benefits:

- Ten (10) VIP invitations to Grand Opening Gala
- Four (4) transferable Season Passes
- One (1) dedicated company skate of up to 3 hours (some restrictions apply)
- Possible ad space on lakeshawicerink.com

Total Investment: \$20,000 (Two Sponsorships Available)

◆ **SPONSORSHIP** ◆
OPPORTUNITIES



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WELCOME TO
ICE **LAKE SHAW** RINK

FOOD & BEVERAGE SPONSORSHIP

Naming Rights:

- Food and Beverage Hut will be referred to as “Company Name Food or Beverage Hut”

Name and/or logo on:

- Banner display of company name above Food and Beverage Hut
- Website – lakeshawicerink.com. Logo with link
- Marketing materials to include all TV, Radio and Print advertisements
- At least one (1) dedicated social media mention on Facebook, Twitter, YouTube, LinkedIn

Additional Benefits:

- Four (4) VIP invitations to Grand Opening Gala
- Two (2) transferable Season Passes
- One (1) dedicated company skate of up to 2 hours (some restrictions apply)

Total Investment: \$7,500 (Two Sponsorships Available)

◆ **SPONSORSHIP** ◆
OPPORTUNITIES



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WELCOME TO
ICE LAKE SHAW RINK

ICE RINK SPONSORSHIP

Name and/or logo on:

- One (1) board on the ice rink for the skating season
- Website – lakeshawicerink.com. Logo with link
- Marketing materials to include all TV, Radio and Print advertisements
- At least one (1) dedicated social media mention on Facebook, Twitter, YouTube, LinkedIn

Additional Benefits:

- Two (2) VIP invitations to Grand Opening Gala

Total Investment: \$3,000

SPONSORSHIP
OPPORTUNITIES



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